

Message Text

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E.O. 11652: NA

TAGS: BEXP, XG

SUBJECT: TRADE PROMOTION IN FISCAL YEAR 1976

REF: A) STATE 147703; B) STATE 132655

1. TRADE PROMOTION CALENDAR FOR FY76, IF LIMITED TO THE WITHIN ALLOCATION PROGRAM AS DESCRIBED PARA 2 REFTEL (B), WOULD CONSTITUTE REAL STEP BACKWARD WHICH WOULD SURELY HAVE REPERCUSSIONS ON U.S.-BULGARIAN RELATIONS. PRESTIGE AND IMPORTANCE BULGARIANS ATTACH TO ANNUAL PLOVDIV FAIR PARTICIPATION AND KEEN INTEREST THIS FAIR GENERATES AT VERY HIGHEST LEVEL OF GOB MAKE IT IMPERATIVE THAT USG CONTINUE ITS PARTICIPATION IN SEPTEMBER, 1976.

2. AS AGREED AT BERLIN COMMERCIAL OFFICER'S CONFERENCE, OTHER TRADE PROMOTIONAL EFFORTS PALE IN COMPARISON TO SIGNIFICANCE OF EE INTERNATIONAL FAIRS. AT PLOVDIV, FAIR IS OPENED EVERY YEAR BY STATE COUNCIL CHAIRMAN AND FIRST SECRETARY CC BCP TODOR ZHIVKOV WHO VISITS EACH PAVILION INDIVIDUALLY ACCOMPANIED BY NUMEROUS HIGH-RANKING INDIVIDUALS. LAST YEAR'S PAVILION WAS FURTHER VISITED
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BY AT LEAST THREE GOB MINISTERS INDIVIDUALLY AS WELL AS NUMEROUS DEPUTY MINISTERS AND DEPUTY CHAIRMEN. ITS SUCCESS COMMERCIALY CAN BE ATTESTED TO AT LEAST PARTIALLY BY THE DRAMATIC PERCENTAGE INCREASES IN U.S.-BULGARIAN

TRADE SINCE THAT TIME. ITS IMPORTANCE POLITICALLY CAN
BEST BE ESTIMATED BY THE CONSEQUENCES IF THE USG WITHDREW;
THE U.S. ABSENCE WOULD BE OBVIOUS AND GLARING, AND THE
BULGARIANS COULD ONLY TAKE THIS STEP TO BE A POLITICAL
ONE SIGNIFYING U.S. INDIFFERENCE TO BULGARIA. COMING
ON TOP OF THE TRADE REFORM ACT IT COULD CRIPPLE DEVELOPING
TRADE RELATIONS, GIVE NEGATIVE SIGNALS ABOUT THE IMPORTANCE
THE USG PLACES IN EAST-WEST DETENTE, AND PUT THE USG STILL
FURTHER BEHIND OTHER WEST EUROPEAN COUNTRIES WHICH ARE
RAPIDLY EXPANDING THEIR COMMERCIAL AND OTHER RELATIONS WITH
BULGARIA. A FOR INSTANCE: CANADA IS PARTICIPATING
FOR THE FIRST TIME THIS YEAR.

3. EMBASSY HOPES EVERY EFFORT WILL BE MADE BY USDOC/BEWT
TO OBTAIN THE REQUESTED SUPPLEMENTAL ALLOCATION FOR THE
TRADE PROMOTION PROGRAM IN FY76.
BATJER

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